Faculty of Information and Communication Technology
Mahidol University

TRIPADVISOR EUROPEAN RESTAURANTS

PRESENTATION

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What's our business domain

Tripadvisor is a company that provides online travel research to assist consumers in creating and taking the best possible vacation.

Kind of dataset

The European restaurants on TripAdvisor which is relevant to the food and travel industry. We chose this because food is one of the most essential elements for survival and progress in our lives.

Benefits of our analysis

- Help in business growth
- Promote an international travel
- Promote sales at individual restaurants
- Create decision-making for individual customer

Target Users

Company/Business/ Organization

The analysis could assist the relevant business figure out how to increase sales and what aspects of consumer feedback, both positive and negative, need to be improved.

Individual Customer

These customers would use our analysis in a variety of ways, including decision-making, review, and recommendation.

Objectives

1. To make decision-thinking for choosing restaurant of customers
2. To develop the restaurant to be able to own weaknesses or things that need to be improved.
3. To promote the international traveling for customers whom lived in both Thailand and other countries

The question that can be answered

Regarding the type of target users, we provided the following visualization to suit them. Each visualization could be assisted the target users in order to receive more information.

The visualization can be answered the question as following:

1. **What are the top 10 restaurants with the highest rating in each country?**
2. **How do you know if a restaurant is rated well?**
3. **What kind of vegetarian restaurants are there and how good is each one?**
4. **How do I know the location of the restaurant?**
5. **Comparison of restaurants including countries in each section**

Data Description

We provided the data description from the TripAdvisor statistics for European eateries that we discovered on Kaggle.

This dataset includes a CSV file with 42 columns and around 1.9 million eateries. The examples of data descriptions following:

restaurant_link
restaurant_name
original _location
Country
region
latitude
longitude
awarded

Kaggle

kaggle

LET'S SEE THE ALTERYX AND POWER BI DEMONSTRATION

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Thank You

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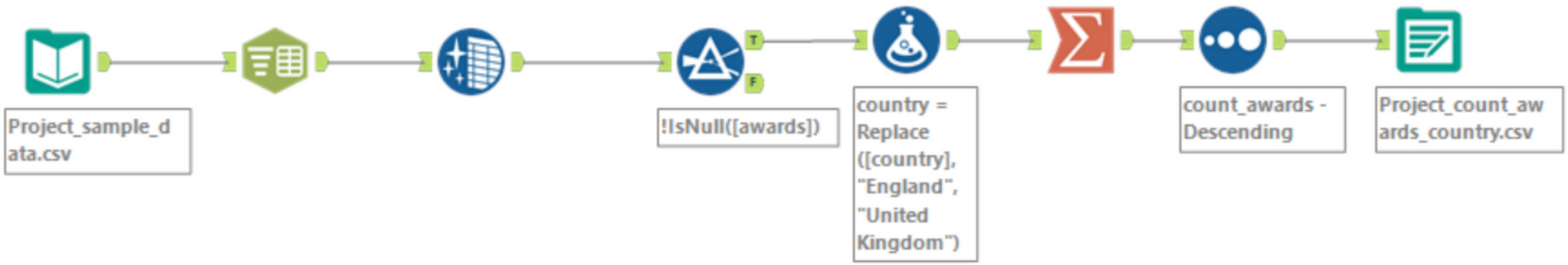
Appendix

Alteryx flow

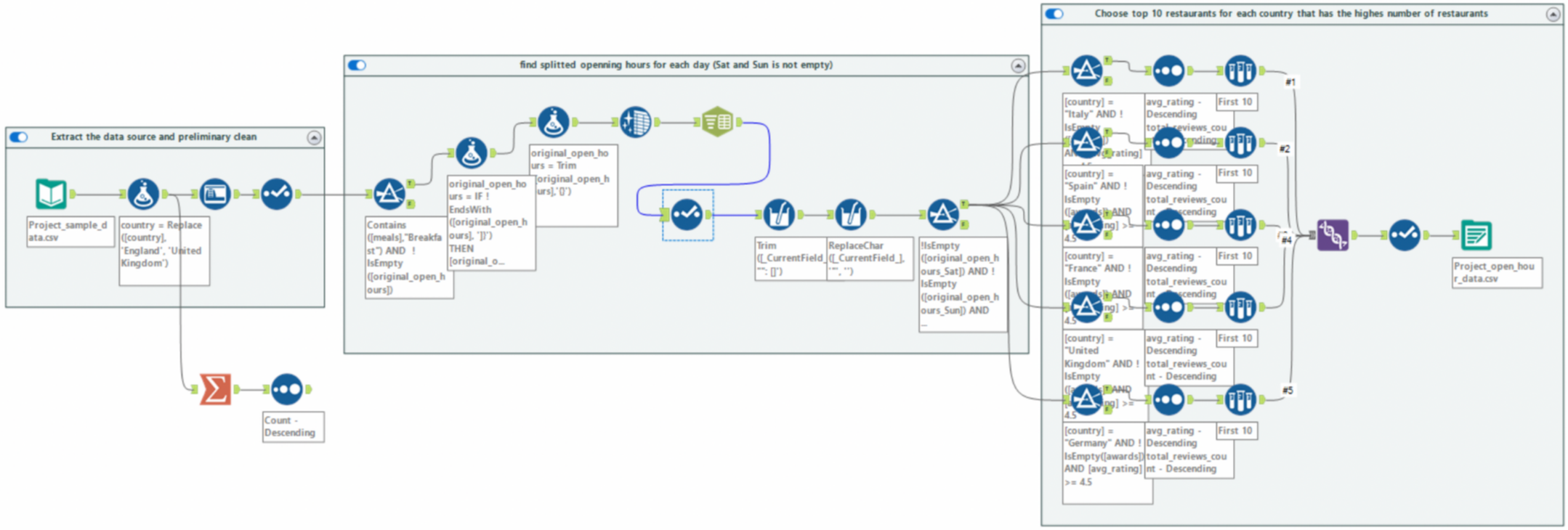
Sample data flow

Alteryx flow



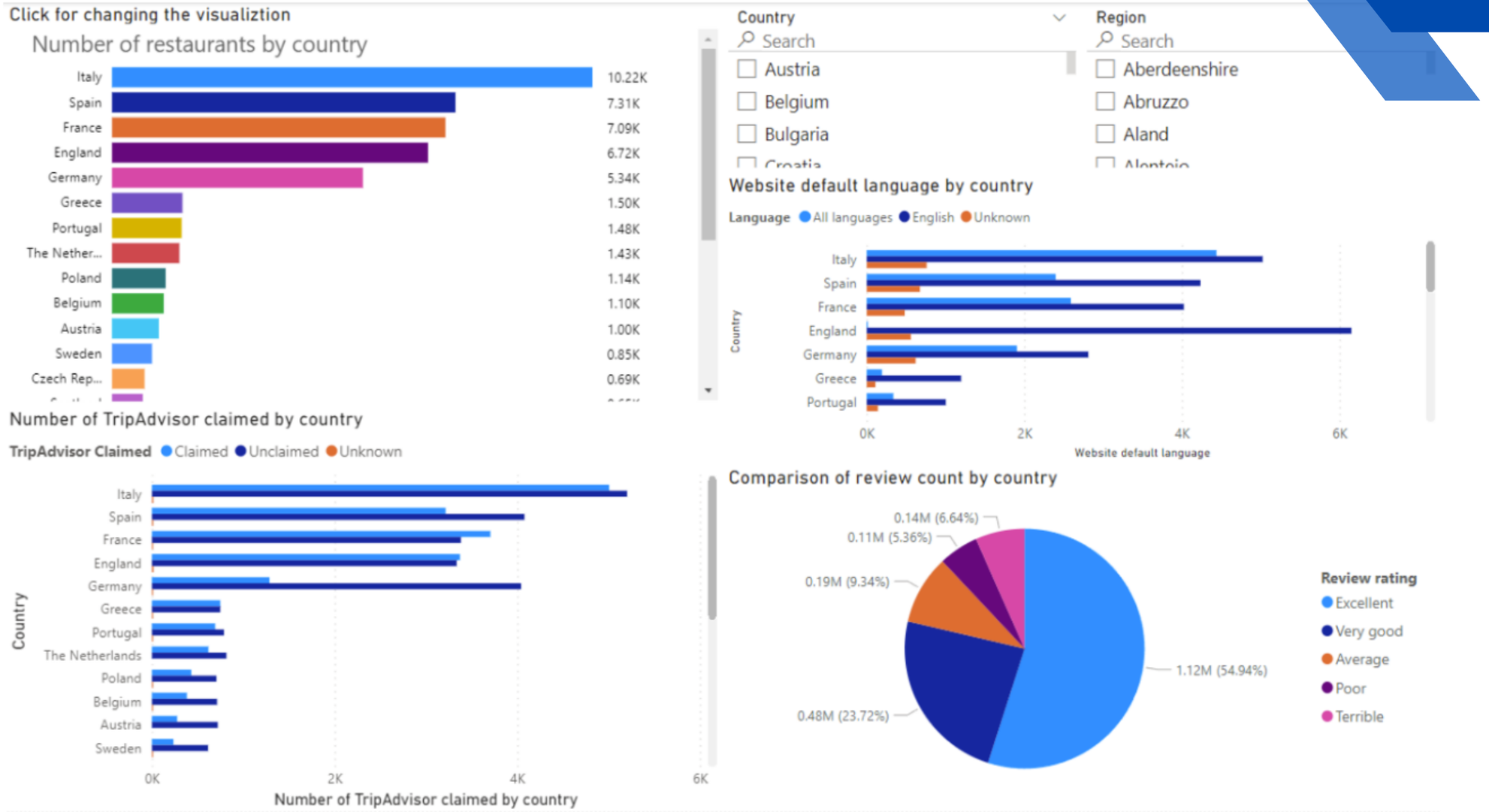
Number of awards flow

Alteryx flow



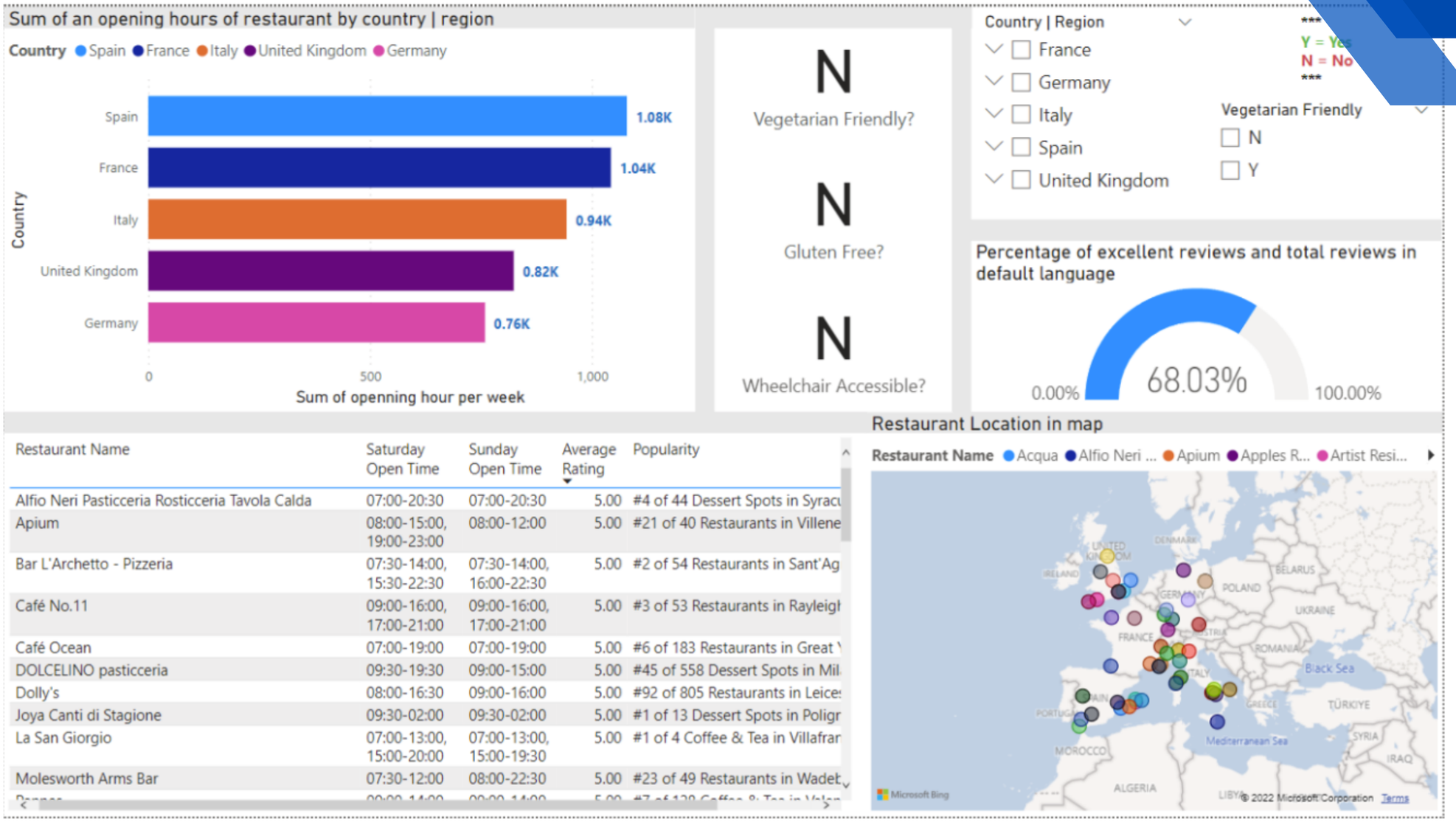
Family-Friendly restaurant flow

Power BI Visualization



Comparison of information by country

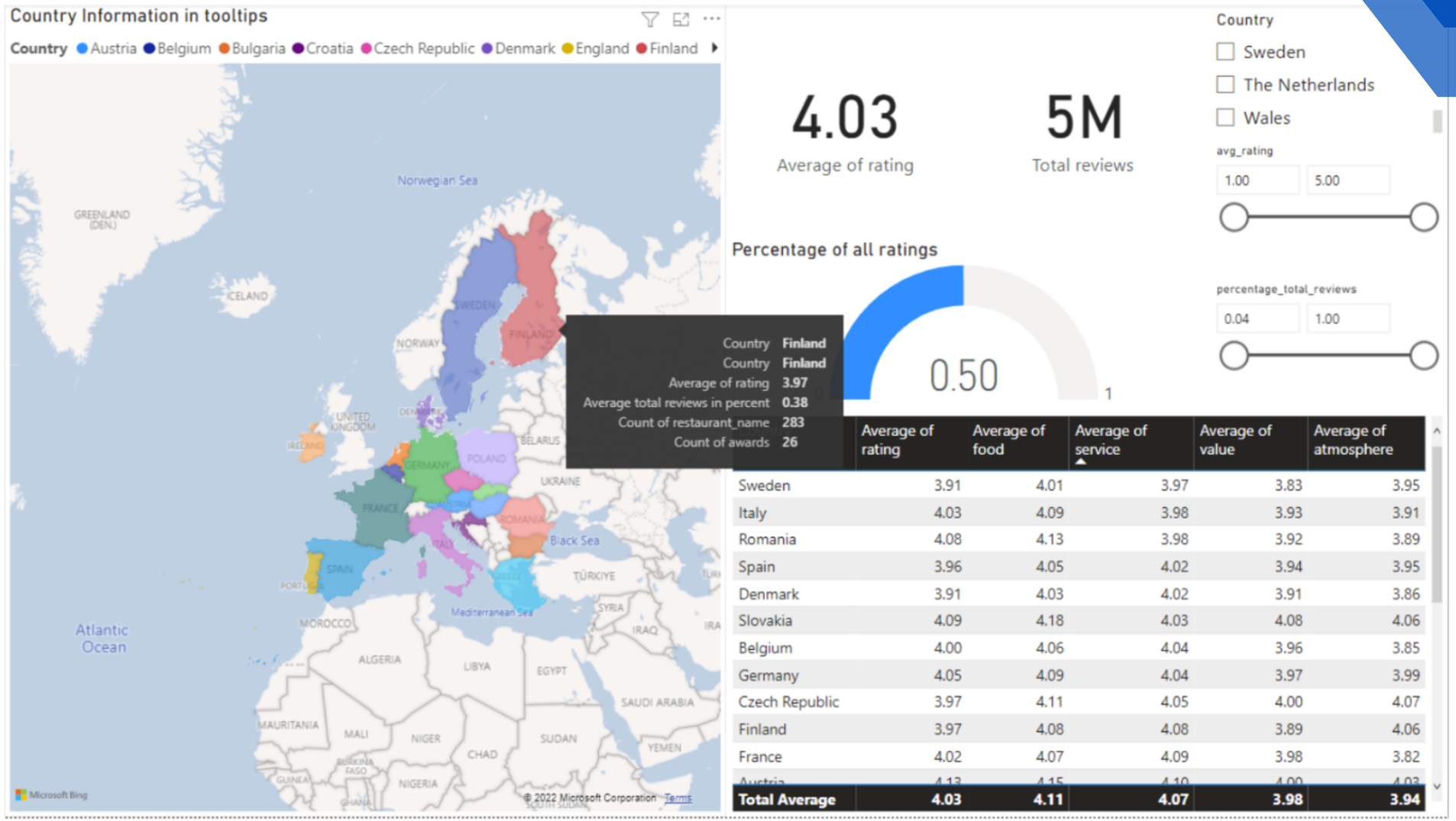
Power BI Visualization



Restaurant Name	Saturday Open Time	Sunday Open Time	Average Rating	Popularity
Alfio Neri Pasticceria Rosticceria Tavola Calda	07:00-20:30	07:00-20:30	5.00	#4 of 44 Dessert Spots in Syracu
Apium	08:00-15:00, 19:00-23:00	08:00-12:00	5.00	#21 of 40 Restaurants in Villene
Bar L'Archetto - Pizzeria	07:30-14:00, 15:30-22:30	07:30-14:00, 16:00-22:30	5.00	#2 of 54 Restaurants in Sant'Ag
Café No.11	09:00-16:00, 17:00-21:00	09:00-16:00, 17:00-21:00	5.00	#3 of 53 Restaurants in Rayleigh
Café Ocean	07:00-19:00	07:00-19:00	5.00	#6 of 183 Restaurants in Great
DOLCELINO pasticceria	09:30-19:30	09:00-15:00	5.00	#45 of 558 Dessert Spots in Mil
Dolly's	08:00-16:30	09:00-16:00	5.00	#92 of 805 Restaurants in Leices
Joya Canti di Stagione	09:30-02:00	09:30-02:00	5.00	#1 of 13 Dessert Spots in Poligr
La San Giorgio	07:00-13:00, 15:00-20:00	07:00-13:00, 15:00-19:30	5.00	#1 of 4 Coffee & Tea in Villafran
Molesworth Arms Bar	07:30-12:00	08:00-22:30	5.00	#23 of 49 Restaurants in Wadeb

Top 50 family-friendly restaurants by country

Power BI Visualization



	Average of rating	Average of food	Average of service	Average of value	Average of atmosphere
Sweden	3.91	4.01	3.97	3.83	3.95
Italy	4.03	4.09	3.98	3.93	3.91
Romania	4.08	4.13	3.98	3.92	3.89
Spain	3.96	4.05	4.02	3.94	3.95
Denmark	3.91	4.03	4.02	3.91	3.86
Slovakia	4.09	4.18	4.03	4.08	4.06
Belgium	4.00	4.06	4.04	3.96	3.85
Germany	4.05	4.09	4.04	3.97	3.99
Czech Republic	3.97	4.11	4.05	4.00	4.07
Finland	3.97	4.08	4.08	3.89	4.06
France	4.02	4.07	4.09	3.98	3.82
Austria	4.13	4.15	4.10	4.00	4.03
Total Average	**4.03**	**4.11**	**4.07**	**3.98**	**3.94**

Rating by country